

INFORMATION AND COMMUNICATION SERVICES

RFTOP# 8

TITLE: WISE EARS Public Awareness Campaign

PART I – REQUEST FOR TASK ORDER PROPOSALS

A. POINT OF CONTACT NAME: Anthony Revenis

Phone- (301) 402-3073

Fax- (301) 435-6101

Proposal Address:

6011 Executive Blvd. Rm 529S
Rockville, MD 20892-7663

Billing Address:

Accounts Payable, OFM, NIH
Bldg 31, Room B1B39
Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: 90 days from date of award.

C. PRICING METHOD: Firm Fixed Price – Firm should provide a single price for the execution of their proposed effort. Current available funding is limited to \$21,750. A firm that is able to complete this project for less than that amount is invited to propose a lower firm fixed price for the successful execution of this task. If a firm is of the opinion that the available funding is insufficient to complete this task, they are invited to propose how the available funds could best be spent, how much additional funds will be required to complete the task and if interim value is available for a partially completed project. Firms should address the benefits and drawbacks for alternate approaches.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted to me by e-mail. Please enter in the subject line the following text, “RFTOP#8 – Proposal.” A signed task order form will later be requested from the successful offeror.

E. RESPONSE DUE DATE: Monday July 16, 2001 at 4:00PM

F. TASK DESCRIPTION:

Ten million Americans have irreversible damage from exposure to noise and thirty million are exposed to dangerous levels of noise each day in workplace, home, and recreational settings. The National Institute on Deafness and Other Communication Disorders (NIDCD) and its partner, the National Institute of Occupational Safety and Health, of the Centers for Disease Control and Prevention, are joined by a coalition of national, regional, and local organizations, voluntaries, and state and local government agencies in a national health education campaign called WISE EARS! to prevent noise-induced hearing loss (NIHL) through increased public awareness of the need to protect their hearing. The NIDCD will be developing, testing and evaluating the effectiveness and efficacy of health messages within three groups: industrial workers, Hispanic/Latino/Latina individuals, and

American Indian youth under 17 years old. Tasks specifically include: 1) conducting and preparing a review of relevant literature to determine how similar programs have been developed to reach specific populations; 2) identifying focus group participants and arranging travel (currently planned for North Dakota, Houston and West Virginia) and handling other logistical considerations for the participants, 3) developing and pilot testing data collection instruments, 4) conducting the focus groups (with 9 or fewer participants) to discuss the strengths and limitations of the strategic approaches to these populations; and, 5) developing a final report for the NIDCD.

G. EVALUATION FACTORS

1. Corporate Experience – NIH is looking for firms that have successfully completed similar projects in the past.
2. Technical/Management Approach – Firms should explain how they propose to complete the required work and the advantages of their proposed approach.
3. Cost/Price

PART II - CONTRACTOR'S REPLY:

RFTOP# 8 TITLE: WISE EARS Public Awareness Campaign

TO # NICS- CONTRACT #263-01-D-0

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method: FFP

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE

CONTRACTOR: Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED
THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE
PRICE/COST IS REASONABLE.

Billing Reference #

Appropriations Data:

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED:

FAX # Signature - Project Officer Date

APPROVED:

FAX # Signature - Contracting Officer Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT
THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & ICS
COORDINATOR

APPROVED: Signature -Anthony M. Revenis, J.D., NIH-ICS Coordinator Date